



POLITICAL SCHEDULE

Candidate: Roque Vela Jr. for City Council Dist. 5
Agency: Campaign to Elect Roque Vela Jr.
Campaign: 2016 November 8th Elections
Station(s): Univision KLDO-TV; Fox KXOF-TV
Budget: \$9,420 Gross/ \$8007 Net

Name: Minelly De Leon
Phone: 956-337-3327
email: mdeleon@entravision.com



Proposal ID: 31851
 Station: KLDO
 Schedule Date: 9/9/2016 - 11/8/2016
 Advertiser: Roque Vela Jr. for City Council
 Product: Political
 Agency: Campaign to Elect Roque Vela
 Buyer: Roque Vela Jr.
 Estimate #: Political - Class 3 Rates
 Spot Length(s): :30

Acct. Exec: Minelly De Leon
 Phone #: 956-337-3327
 Email: mdeleon@entravision.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Flight Dates: 9/9/2016-11/8/2016

Program Time	Spot Length	SE 9	SE 12	SE 19	SE 26	OC 3	OC 10	OC 17	OC 24	OC 31	NO 7	Wks	Rate Spots
KXOF													
9/11 - Dallas Cowboys @ New York Giants													
NFL Dallas Cowboys	:30	1	--	--	--	--	--	--	--	--	--	1	\$650.00
Sun 3:30p-6:30p												1	
9/18 - Dallas Cowboys @ Washington Redskins													
NFL Dallas Cowboys	:30	--	1	--	--	--	--	--	--	--	--	1	\$650.00
Sun 12:00p-3:00p												1	
10/02 - Dallas Cowboys @ San Francisco 49ers													
NFL Dallas Cowboys	:30	--	--	--	1	--	--	--	--	--	--	1	\$650.00
Sun 3:30p-6:30p												1	
10/16 - Dallas Cowboys @ Green Bay Packers													
NFL Dallas Cowboys	:30	--	--	--	--	--	1	--	--	--	--	1	\$650.00
Sun 3:30p-6:30p												1	
11/06 - Dallas Cowboys @ Cleveland Browns													
NFL Dallas Cowboys	:30	--	--	--	--	--	--	--	--	1	--	1	\$650.00
Sun 12:00p-3:00p												1	
9/11 - Houston Texans @ Chicago Bears													
NFL Houston Texans	:30	1	--	--	--	--	--	--	--	--	--	1	\$400.00
Sun 12:00p-3:00p												1	
10/30 - Houston Texans @ Detroit Lions													
NFL Houston Texans	:30	--	--	--	--	--	--	--	1	--	--	1	\$400.00
Sun 12:00p-3:00p												1	
KLDO													
Prime Time													
8p - Tres Veces Ana													
9p - El Color de la Pasion													
Prime Novela	:30	--	1	1	1	5	5	7	8	8	2	9	\$140.00
Mo-Fr 8:00p-10:00p												38	
News/ Talk/ Variety													
Despierta America	:30	--	--	--	--	--	--	--	--	--	1	1	\$50.00
Mo-Fr 6:00a-10:00a												1	

Total Cost: \$9,420.00
Agency Commission @ 15% \$1,413.00
Net Cost: \$8,007.00

Signature

IMSC

9/08/16



Proposal ID: 31851
 Station: KLDO
 Schedule Date: 9/9/2016 - 11/8/2016
 Advertiser: Roque Vela Jr. for City Council
 Product: Political
 Agency: Campaign to Elect Roque Vela
 Buyer: Roque Vela Jr.
 Estimate #: Political - Class 3 Rates
 Spot Length(s): :30

Acct. Exec: Minelly De Leon
 Phone #: 956-337-3327
 Email: mdeleon@entravision.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

General Summary (DMA F18+ D.RTG)

Name	Spots	Cost	Grps	Reach	Freq	Pop
KXOF	7	\$4,050.00	0.0	0.0	0.0	92,305
KLDO	39	\$5,370.00	341.4	73.1	4.7	92,305
LAREDO	46	\$9,420.00	341.4	73.1	4.7	92,305

Station Summary (DMA F18+ D.RTG)

Station	Spots	%	Cost	%	Grps	%	Reach	Freq
KLDO	39	85	\$5,370.00	57	341.4	100	73.1	4.7
KXOF	7	15	\$4,050.00	43	0.0	0	0.0	0.0
Total (DMA F18+)	46	100	\$9,420.00	100	341.4	100	73.1	4.7

Multi-Media Summary (DMA F18+ D.RTG)

Media	Spots	%	Cost	%	Grps	%	Reach	Freq	Pop
Television	46	100	\$9,420.00	100	341.4	100	73.1	4.7	92,305
Total	46	100	\$9,420.00	100	341.4	100	73.1	4.7	92,305